



## PRESS RELEASE

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### **PSA is unveiling DISTRIGO, its multi-brand parts distribution brand**



**To reinforce the visibility of the multi-brand IAM (Independent Aftermarket) parts distribution activity, the PSA Group is creating a new brand: DISTRIGO.**

**This name reflects our commercial dynamism and our logistics and distribution expertise.**

With DISTRIGO, the PSA Group becomes the multi-brand replacement parts "one stop shop", with the aim of enabling repairers to find the best multi-brand product on the market.

The PSA Group launched its multi-brand manufacturer's parts distribution activity on 4th July 2016 in France, Belgium and Luxembourg. This new activity is based on the spare parts distribution plaques which will cover the whole of Europe by mid-2017.

This launch gives form to its new multi-brand after sales strategy, which is one of the pillars of the *Push to Pass* strategic plan. PSA Aftermarket wishes to fulfil the expectations of all international customer types, regardless of the make and age of their vehicle, the distribution channel chosen (authorised repairer, independent repairer, internet) and regardless of their expectations in terms of service and price.

The DISTRIGO brand will be launched in the main markets in the coming months. The PSA Group launched this year a huge offensive in multi-brand aftermarket business, by shifting the focus of our offering from OEM parts and our three brands to something massively bigger, encompassing the entire independent auto repair market for all vehicles worldwide.

Christophe Musy, Vice President, Aftermarket, said: *"We aim to increase our sales in this market by 10% between now and 2018, and by 25% between now and 2021. Our new Brand Distrigo will enable us to conquer market share and reach our objective. The PSA Group is clearly positioning itself as a leader of the multi-brand aftermarket"*.

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#### **About PSA Group**

*With sales and revenue of €54 billion in 2015, the PSA Group designs unique automotive experiences and delivers mobility solutions that provide freedom and enjoyment to customers around the world. The Group leverages the models from its three brands, Peugeot, Citroën and DS, as well as a wide array of mobility services including the Free2Move brand, to meet the evolving needs and expectations of automobile users. PSA is the European leader in terms of CO<sub>2</sub> emissions, with average emissions of 104.4 grams of CO<sub>2</sub> per kilometre in 2015, and an early innovator in the field of autonomous and connected cars, with 1.8 million such vehicles worldwide. It is also involved in financing activities through Banque PSA Finance and in automotive equipment via Faurecia. Find out more at [groupe-psa.com/en](http://groupe-psa.com/en).*